

Visual Communication & Design

Media Design

VC&D
2700
CRN: 51396

Recommended Reading



Flash CS4 & Dreamweaver CS4
Hands on Training (or)
Visual Quickstart Guides

<http://www.billsclass.com>

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Summer Office Hours

ELA 132-137 (VC&D Studio)
or ELA 223 (office)

Tuesday

10:00 am – 12:00 pm
5:00 pm – 5:30 pm

Thursday

10:00 am – 12:00 pm
5:00 pm – 5:30 pm

Summer 2009 (8 weeks)

Tuesdays & Thursdays, June 9th - July 30th

12:00 - 4:05 pm, Room ELA 132

Course Description

Comprehensive media course from initial concept to presentation. Interaction of type, image, motion, sound, and sequence in staging for various advertising media formats including commercials.

Prerequisites:

VC&D-2200 Multi-Page Layout and Design or concurrent enrollment

Course Outcomes:

Upon satisfactory completion of VC&D 2700 - Media Design, the student should be able to perform the following outcomes and supporting objectives:

1. Describe the role of the multimedia designer, the market, and its business practices.
2. Articulate the history, technological trends, and opportunities for the multimedia designer.
3. Describe the characteristics and future potentials of multimedia presentations.
4. Interpret and implement client requirements.
5. Specify themes, concepts, and context for all assigned presentations.
6. Demonstrate skills and techniques in the creation of sketches, mockups, and story boards.
7. Apply and integrate the elements and principles of design.
8. Creative alternative design solutions utilizing templates, grids, and layouts.
9. Demonstrate skills and techniques in the creation of text and visuals.
10. Integrate visual sequencing, time, motion, sound, and visuals for effective design solutions.
11. Operate desktop publishing equipment and applications.
12. Create assigned projects and presentations.
13. Meet expectations of the audience through interactive presentations of the project.
14. Successfully present the final project.
15. Prepare the final approved project with budget for marketing and portfolio inclusion.



Media Design

Spring 2008

Grading

Project Checklist

Thumbs
Four Seasons
Postcard
Commercial
Flash Website

Preproduction & Presentation (10 pts)

Students are required to develop preproduction in the form of thumbnails, storyboards, mockups, concepts and other material for final presentation.

Micro Projects (20 pts)

Various minor projects and exercises will be required throughout the course of the semester. Projects include; thumbs, 4seasons, postcard, flash_4seasons, blackout & others.

Project 1: Commercial (30 pts)

Students will develop an animated commercial promoting a product, service or PSA. This project will be developed as passive media and will include sound. This project will be minimum 10 second animation.

Project 2: Flash Website With CD (40 pts)

Students will develop an interactive website using Flash & Dreamweaver to inform or instruct users about a subject, product or service. Project details and minimum requirements will be delivered during the second half of the semester.

* All files are required on the Mac-Work drive or CD/DVD for submission.

** Late projects will be reduced by one letter grade.

*** All projects are due at the beginning of class.

*“People don’t hire portfolios...
They hire people.”*

Grading Scale

A ≤ 90

B ≤ 80

C ≤ 70

D ≤ 60

F ≥ 59

Course Schedule

| | | |
|---------------|------------|---|
| June 9 | Session 1 | Intro to DW & Web Concepts Thumbs due session 2 |
| June 11 | Session 2 | Photoshop & Web Design 4seasons due session 3 |
| June 16 | Session 3 | Intro to Point of Contact PSD Workflow & DW Alternatives |
| June 18 | Session 4 | Interface Design Point of Contact due session 5 |
| June 23 | Session 5 | Web Hosting & Publishing Domains, Hosting & FTP |
| June 25 | Session 6 | Intro to Flash Intro to Animation & Postcard |
| June 30 | Session 7 | Intro to Commercial Flash Animation |
| July 2 | Session 8 | Story & Timing |
| July 7 | Session 9 | <i>Work on Comercial</i> |
| July 9 | Session 10 | Commercial Due |
| July 14 | Session 11 | Interactive Flash |
| July 16 | Session 12 | Refined Preproduction & Proof of Concept |
| July 21 | Session 13 | AS3 |
| July 23 | Session 14 | Production: Individual Issues |
| July 28 | Session 15 | Production & User Testing |
| July 30 | Session 16 | Final Presentation |

Final
Presentation

Course & Department Requirements

Visual
Communication
& Design

Email Requirements: All students are required to check Tri-C student email on a regular basis or forward the Tri-C email to a personal account.

Attendance and Participation:

In this course, attendance and participation are not directly factored into the grading criteria, however, excessive absences or tardiness will inevitably undermine the success of your performance in class. All presentations, lectures, demonstrations and discussions are unique and can not be replicated. You are responsible for making up any missed content independently.

Assignments & Projects:

Assignments are required to be completed both in and out of class and with the assistance of BlackBoard. Students are required to use the Technology Learning Center located on the third floor of the ESS building as needed. Assignments are due on time as described by the course schedule. Late assignments will be reduced by one letter. Assignments are to be completed and prepared for presentation prior to the start of the class on the day they are due.

Classroom & Course Policies

Student will refrain from any disruptive behavior in the class and VC&D department areas. Disruptive behavior will not be tolerated.

When attending class, students should be prepared to be productive and engaged in classroom activities.

Students should refer to the College Student Handbook for policies governing this class. <http://www.tri-c.edu/studenthandbook/default.htm>. Copies of the College Student are available and can be obtained from the Office of Admissions and Records.

Students who require adaptive or special needs because of disability or medical condition, please contact the instructor, counselor or Access representative as soon as possible, so that appropriate arrangements can be made.

No food or drink will be permitted in class at any time.

The lab is a public space. Keep it clean, safe and free of distraction.

Do not access or copy files and folders that do not belong to you.

Check the College Catalog for last day to withdraw from this course. Students who fail to withdraw themselves from class by this date will result in a failing grade for the course. Withdrawing from a class must comply with appropriate protocol and procedures set forth by the college. A student's failure to attend classes shall not constitute an official withdrawal.

If you have any questions or concerns about the information in this syllabus, please contact the instructor.